



Job title	Customer and Content Co-ordinator
Location	Home based role with the requirement to attend the office in Leamington for 1- 2 days per week (Exact days to be directed by line manager)
Hours of work	21-35hrs per week. Ideally a full-time role but has the potential for part time working for the right candidate
Salary	£30,000 per annum full time equivalent (pro-rata for part time)
Reports to	Head of Customer

The IMA

The Insight Management Academy is a best practice membership organisation dedicated to inspiring and supporting Insight leaders to transform the impact of Insight in their organisations. This is a unique opportunity to work directly with a portfolio of 90+ global brands who make up the IMA membership base, including Coca-Cola, eBay, Google, JLR, Lego, McDonald's, Sainsbury's, Sony and Tesco. Our contacts at those companies are their 'Insight leaders' – the directors who manage their market research, customer analysis and competitor intelligence departments.

We offer our members a range of services, including:

- Invitations to our London, Manchester and online Insight **forum events**
- Direct contact with other senior Insight leaders through our private Insight **network** on LinkedIn
- Licences for team members to access best practice guides, summaries and videos in our **online library**
- Calls with an expert **IMA adviser** who can answer questions and signpost our resources
- An annual Insight leader **benchmarking** exercise to identify development areas
- Our **team development** *Transforming Insight Programme* of workshops, essentials, mentoring & coaching

Purpose of the role

The purpose of this role is to co-ordinate and continuously improve the delivery of Insight forums, the Transforming Insight Programme and wider membership services, ensuring a high-quality and seamless experience for our members.

The postholder will manage events and programme logistics, oversee bookings and renewals, maintain accurate membership data and generate insight to support engagement and growth.

The role also provides operational, content and communications support across the organisation, while championing process improvement and the effective use of technology and AI to enhance efficiency, member value and overall service delivery.

Key Responsibilities

Insight forum co-ordination

- Manage Insight forums as events including:
 - London Insight forums
 - Manchester Insight forums
 - Online Insight forums
- Manage the Insight forum bookings



- Supervise liaison with the venue for F2F forums
- Supervise liaison with the couriers for F2F forums
- Manage forum administration both onsite and in preparation, including printing badges and handouts, preparing materials, liaising with members (reminders, logistics, dietary requirements etc).
- Research options for streamlining forum booking process

Transforming Insight Programme co-ordination

- Schedule and arrange programme bookings, including:
 - Online open workshops
 - Online team workshops & discussions
 - Mentoring, coaching & other ad hoc support
- Review participation & feedback data
- Input into the monthly adviser booking process
- Research & implement new process for streamlining booking process

Membership administration & insights

- Manage and be the key contact for queries in the team *info@* email inbox
- Co-ordinate delivery of all other membership services, including:
 - Setting up licences for members to access our website
 - Granting access to the Insight network
 - Refreshing the Insight network members list (ad hoc)
- Maintain membership records
- Record activity on our customer database
- Develop MI to support membership insight
- Analyse membership data for trends in recruitment, attrition, cross sales and engagement

Renewals management

- Send membership renewal emails
- Send renewal reminders and escalate any issues to the Head of Customer
- Send renewal documents and 'Getting the most out of your membership' letter
- Record renewals agreements and receipt of PO's
- Support with portfolio reviews including pre-MI and post summaries

Technology and AI champion

- Research how AI can advance best practice at the IMA
- Make recommendations about best use of AI for event booking, process improvement, communication etc
- Stay on top of advances in the development of AI and its applications to the business world
- Share updates with the wider IMA team about IMA learnings
- Manage small range of IT suppliers on behalf of the team

Content support

- Create new content webpages - uploading guides, summaries, videos to the online library
- Create new website articles (forum, podcast, programme, content, Quirk's, offers, etc)
- Update existing webpages with new info (programme, forum events etc)
- Update member logos on website pages & in programme decks monthly
- Support with developing new forum & training content (images, videos, visuals, handouts etc)
- Support with benchmarking reporting e.g. producing leader survey reports, refreshing data, questionnaires, and creating templates for Advanced Benchmarking projects
- Support with ad hoc content projects e.g. migrating to new website



Communication support

- Support with weekly member update emails
- Create social media posts to promote forums and programme events
- Promote member feedback e.g. in social comm's and emails
- Update the membership brochure, including forum schedule & programme menu
- Track the success of marketing campaigns and posts
- Monitor and updating mailing lists (new joiners, on holds etc)

Please note: if part time hours are agreed for the successful candidate, some aspects of this role may be removed from scope.

About You

The successful applicant will be a hard-working individual with a passion for organisation, innovation and professional customer service. You will ideally be:

Data savvy: Be highly comfortable with numbers, databases and spreadsheets for data management and reporting

A great communicator: Have a flair for both written and verbal communication

Organised & Professional: Have a strong attention to detail and enjoy working with senior professionals and can manage the logistics of high-profile events with ease

A relationship builder: Have the ability to build professional but friendly relationships with IMA colleagues in the office and remotely, as well as with key contacts who work for our corporate members

AI Enthusiast: Be excited by AI and proactive about finding ways to apply AI to business workflows

Collaborative: Thrive in a friendly, supportive environment where expertise is shared freely

Applicants should hold a degree level qualification or possess a minimum of five years' experience in a comparable office-based role.

CONTRACT STATUS	Permanent
OTHER BENEFITS	Pension, annual leave
NOTICE PERIOD	1 month